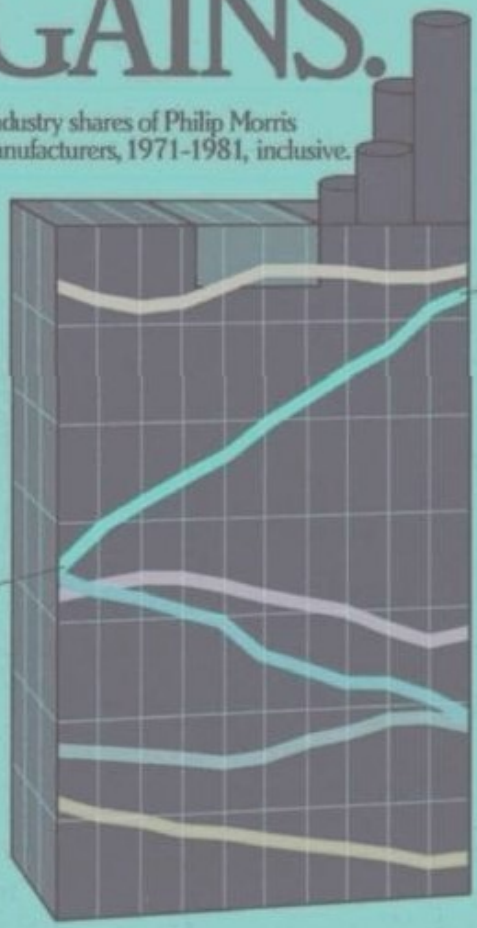
LEO BURNETT U.S.A.

A DECADE OF PHILIP MORRIS GAINS.

Domestic industry shares of Philip Morris and five other manufacturers, 1971-1981, inclusive.



PHILIP MORRIS

Source: Maxwell Report, Lehman Brothers Kuhn Loeb, Incorporated

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Source: https://www.industrydocuments.ucsf.edu/docs/lphx0001

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